

# Immunity and Gut Health Management - China - 2023

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## This report looks at the following areas:

- Market factors influencing the immunity and gut health management market.
- Latest noteworthy marketing activities and new product development.
- Changes in immunity and gut health status.
- Factors causing low immunity.
- Next-to-watch immunity and gut health-boosting food/ingredients.

Consumers think various poor lifestyle habits can cause low immunity, but surprisingly, not poor hygiene. This indicates that consumers perceive poor lifestyles as a more detrimental factor to immunity than being potentially exposed to bacteria or viruses.

Consumers' worries about the SARS-CoV-2 infection have been alleviated. But it does not mean their awareness of immunity management drops. The evolving need to address poor daily lifestyle habits to improve immunity suggests an opportunity for brands to upgrade their brand image by linking up with healthy lifestyles.

Although the majority of consumers believe a healthy gut can bring healthy immunity, one of the biggest barriers impacting the concept of the 'gut-immune' axis to grow is that improving immunity through the gut is not yet considered a widespread lifestyle habit. In order to reach more mass-market consumers, easy-to-understand messages are needed to explain the daily benefits of improving immunity via the gut.

Postbiotics are considered the opportunity ingredient to use in product innovations targeting the 'gut-immune' axis. Coupled with the recent unified industry definition of postbiotics, an opportunity arises for brands to translate the complex definition of postbiotics into an easy-to-understand term, thereby attracting more consumers to acknowledge postbiotics.



"Consumers' tactics for improving immunity have evolved from building external barriers to viruses to building a healthy and active lifestyle. Brands may seize this immediate market opportunity to link immune improvement with active lifestyles to upgrade their brand images."

– Catherine Liu, Principal Analyst

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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- Covered in this Report

### EXECUTIVE SUMMARY

- The market
- Companies and brands
- The consumer
- Consumers not yet fully aware of improving immunity through the gut on a daily basis

Figure 1: Immunity health status, 2023

Figure 2: Gut health status, 2022 vs 2023

Figure 3: Awareness of immunity improvement – more, by changes in gut discomfort issues (a), 2023

- Lifestyle habits are more important than building external barriers to protect immunity

Figure 4: Factors causing low immunity, 2023

- Higher trust in fresh and natural foods over traditional health boosters

Figure 5: Immunity-improving foods, 2023

- Clear preference for immunity or gut health-boosting ingredients except for curcumin and postbiotics

Figure 6: Immunity and gut health-boosting ingredients, 2023

- Natural fibre sources in demand, but quantity knowledge lacking

Figure 7: Understanding of dietary fibre, 2023

- Consumers are aware of mood and hydration for immune health

Figure 8: Knowledge about immunity, 2023

- What we think

### ISSUES AND INSIGHTS

- Decoding the evolving marketing tactics in immunity management

Figure 9: "Run for Immunity" by Redoxon and Codoon, China, 2023

Figure 10: Linback "gut healing" marketing initiative, China, 2023

- Reposition hydration with bits of "naturalness" in the immune-boosting space

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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## Immunity and Gut Health Management - China - 2023

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Figure 11: Examples of immune-boosting products that position fresh fruits/vegetables as a natural source of electrolytes, global, 2018-23

- **Postbiotics: an opportunity ingredient to strengthen the concept of the 'gut-immune' axis**

Figure 12: Postbiotics education by BGI Umeta, China, 2023

### MARKET FACTORS

- **Enthusiasm for active lifestyles increased after the initial COVID-19 infection wave**
- **Research suggests gut health may be compromised after COVID-19 infection**
- **China consults on administrative measures for health foods advertising**

### MARKETING ACTIVITIES

- **Products related to gut health looked into festive marketing**  
Figure 13: Examples of festival marketing, China, 2022-23
- **Simple metaphor to explain postbiotics**  
Figure 14: Online product information of Garden of Life Probiotics Immune, China, 2023
- **Global perspective: Friso's conversion rate increased by trying offline experiential marketing**  
Figure 15: The Great Digestion Adventure by Flash Concepts, Singapore, 2023

### NEW PRODUCT TRENDS

- **High fibre growing continuously in new product development**  
Figure 16: Top functional and health-related\* claims used in food and drink\*\* new products, China, 2020/21-2022/23
- **Health foods targeting immunity kept prominent; and those protecting gastric mucosa appeared**  
Figure 17: Share of select health function claimed\* in China's approved health food products, 2021 and 2022
- **Innovation Spotlight**
- **Lactoferrin's immune-protecting benefit could thrive in adults' food and drink space**  
Figure 18: Share of white milk and flavoured milk new products with 'lactoferrin' as an ingredient, China, 2018/19-2022/23  
Figure 19: Yili SATINE organic milk with active lactoferrin, China, 2023
- **Liposomal encapsulation technology growing in immune-enhancing innovations**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 20: Percentage\* of new products\*\* with 'liposomal' or 'liposome' mentioned in new products\*\* carrying an 'immune system' functional claim, global, 2018/19-2022/23

Figure 21: Examples of Vitamin C supplements using liposomal technology, China and Japan, 2023

- **Vegetable ingredients become more heated than fruits in high-fibre positioning**

Figure 22: Select ingredients used in food\* and drink\*\* new products carrying 'high/added-fibre' claim, China, 2020/21-2022/23

Figure 23: Examples of high-fibre food and drinks using vegetables as their key selling ingredients, China, 2022-23

- **Use of Kirin's L. lactis strain Plasma expanding in Japan market**

Figure 24: Select Kirin Immune Care product categories, Japan, 2023

## IMMUNITY AND GUT HEALTH STATUS

- **Awareness of improving immunity is high**

Figure 25: Immunity health status, 2023

- **Gut improvement needs extend beyond those with discomfort**

Figure 26: Gut health status, 2022 vs 2023

Figure 27: Awareness of gut health improvement – more, by changes in gut discomfort issues (a), 2023

- **Not yet fully aware of improving immunity through gut daily**

Figure 28: Awareness of immunity improvement – more, by changes in gut discomfort issues (a), 2023

## FACTORS CAUSING LOW IMMUNITY

- **Various poor lifestyles cause low immunity, but not poor hygiene**

Figure 29: Factors causing low immunity, 2023

- **COVID-infected non-worriers pay more attention to lack of sleep for low immunity**

Figure 30: Factors causing low immunity (first, second or third) – lack of sleep, by COVID-19 infection status – infected, 2023

- **Younger and older consumers have unique strong views**

Figure 31: Select factors causing low immunity (first, second or third), by age, 2023

## IMMUNITY-IMPROVING FOODS

- **Higher trust in fresh and natural foods over traditional health boosters**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Figure 32: Immunity-improving foods, 2023
- **Nourishing snacks win affinity from young females**  
Figure 33: Immunity-improving foods – nourishing snacks (rank top five), by gender and age, 2023
  - **Fruit and dairy win the attention of consumers with less gut discomfort**  
Figure 34: Select immunity-improving foods (rank top five), by consumers who self-report gut discomfort issues (a), 2023

IMMUNITY AND GUT HEALTH-BOOSTING INGREDIENTS

- **Consumers show clear ingredient perceptions except for curcumin and postbiotics**  
Figure 35: Immunity and gut health-boosting ingredients, 2023
- **Fat-soluble vitamins’ immune boosting benefit appealing to COVID-recovering groups**  
Figure 36: Immunity-boosting ingredients – fat-soluble vitamins (a), 2023  
Figure 37: BYHEALTH Pro Immune Active, China

UNDERSTANDING OF DIETARY FIBRE

- **Natural fibre sources in demand, but quantity knowledge lacking**  
Figure 38: Understanding of dietary fibre, 2023  
Figure 39: CHAID analysis – target group profile of those who find it difficult to know if enough dietary fibre is eaten in their daily diet, 2023
- **Females tend to associate rougher texture with higher fibre content**  
Figure 40: Understanding of dietary fibre – the rougher the texture of the food, the higher the dietary fibre content, by gender, 2023  
Figure 41: Examples of high/added-fibre food products with an emphasis on rough and chewy texture, China, 2023
- **High-education group unsure about fibre’s specific functions**  
Figure 42: Select understanding of dietary fibre, by education, 2023  
Figure 43: Social media\* analysis of dietary fibre benefits, China, 2023

KNOWLEDGE ABOUT IMMUNITY

- **Consumers are aware of mood and hydration for immune health**

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook

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- Figure 44: Knowledge about immunity, 2023
- **Immune-boosting benefit of hydration wins young people’s recognition**  
Figure 45: Select knowledge about immunity – more hydration can boost immunity, by age, 2023
  - **New mums uncertain about the effect of breastfeeding and immunity**  
Figure 46: Select knowledge about immunity – breastfed children have a higher immunity, by family structure, 2023

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology
- Abbreviations

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook

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